

## Part 3: Exam practice

### WRITING TASK 1

You should spend about 20 minutes on this task.

*The table shows the average length of video advertisements on the Internet and the average length of time viewers spend watching them.*

*Summarise the information by selecting and reporting the main features, and make comparisons where relevant.*

Write at least 150 words.

Average online video ad length and time viewed		
Type of advertisement	Average length of advertisement (seconds)	Average time viewed (seconds)
Public service	45.8	18.5
Automotive	27.2	14.7
Financial services	20.5	16.3
Travel	18.0	13.0
Entertainment	27.8	10.8
Home furnishings	17.3	10.0
Consumer electronics	15.3	7.1
Pharmaceuticals	16.6	6.3
Clothing	14.6	6.0
Other retail	21.0	4.5
Overall	22.4	10.7

### WRITING TASK 2

You should spend about 40 minutes on this task.

Write about the following topic:

*New technologies and ways of buying and selling are transforming the lives of consumers.*

*To what extent do you agree or disagree with this opinion?*

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.